

Ministry of Government & Consumer Services

Content Alignment

Driver and Vehicle Chatbot Operational Pilot

For ServiceOntario & MTO

December 2021

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Contact Centre Modernization Branch

Accountabilities for D & V Chatbot Operational Pilot

Objective:

Increasing self-service opportunities while reducing the number of calls that go to an agent for Driver and Vehicle questions

Limited Scope: 5 webpages

- Register Vehicle Permit Licence Plate and Sticker
- Buy or Sell Used Vehicle Ontario
- Renew Driver's Licence
- Driver's Licence
- Payment Help: Driver & vehicle online services

- **DAILY** - All chats and feedback are reviewed daily by the dialogue team
 - **Chatbot Specialist** does daily audit of chats - updates flows and intents, updates Visio – **full day**
 - **Chatbot and Content roles** meet for **45 -60 min** to review the chat conversations and feedback:
 - create notes in Kanban for opportunity, review and assignment
 - Update flows and intents
- **WEEKLY**
 - **SWAT has 2 @ 30 min meetings** ensure alignment of information as well as sharing common barriers and potential fixes to connect with the responsible areas.
- **AS NEEDED**
 - **Outreach to SWAT** partners through Kanban or dedicated meeting dependant on item and urgency (**60 min monthly**)
 - **Issues creating new web content**
 - **New content errors** – Connect with MGCS web
 - **MGCS web** – form that requires full solution and content writing
 - **ServiceOntario online tools** – sharing with DAB for improvement
 - **MTO** – work with SME to determine page owner, policy, web, Drive Test or work through MGCS – some more successful
 - **New Content from Web**
 - translated and approved – easily updated
 - COVID and resumption of business – changes take time
 - New product – if in scope create new flows taking time
 - **Records and Information Freedom of Information**
 - Working with MGCS RIM & FOI about record series and the new data directive, currently ongoing work

Chatbot Conversation – Two-year stickers?

Chat hears it first – followed quickly by ServiceOntario Service Centres – changes made next day.

Conversation in Chatbot

After the new **launch of Renew Driver's Licence and Stickers pages on July 30th**, our chats indicated confusion on the two year pricing which stated \$140 and should be \$240 and was noted a SWAT. The ADMO of Customer Care was hearing the same thing and react

Your renewal fee may vary based on your situation. For example, the expiry date for your sticker has changed.

Image of page:

Passenger vehicles		
Region	1 year	2 year
Southern Ontario	\$120	\$140
Northern Ontario	\$60	\$120
Other types of vehicle		
Type of vehicle	Southern Ontario	Northern Ontario
Motorcycle	\$42	\$21
Commercial vehicle (gross weight 3,000 kg and less, commercial use)	\$120	\$120
Commercial vehicle (gross weight 3,000 kg and less, personal use)	\$120	\$60
Mopeds	\$12	\$12
Motorized snow vehicle	\$15	\$0
Motorized mobile home	\$120	\$60

Outcome

- We managed this with our SWAT communication partners who worked with Cabinet.
- **This was corrected this next day by Cabinet**

Chatbot Conversation – English and French mix

SWAT partners quick to make updates.

Conversation in Chatbot

Since the updates to the pages - A chat directed that French version of Renew your driver's licence [Renouveler un permis de conduire | Ontario.ca](#) contained some English.

SWAT team communication partners responded quickly and it was updated in the hour.

Renew your driver's licence

Image of page:

Pour renouveler votre permis de conduire en ligne, il vous faut :

- le numéro de votre permis de conduire
- le numéro à 7 chiffres qui se trouve près du trille, au dos de votre permis de conduire
- votre code postal

[Renouveler votre permis de conduire](#)

Renouvelez votre permis de conduire et carte Santé

Vous pourriez être en mesure de renouveler votre permis de conduire et votre carte Santé avec photo de l'Ontario si ces deux documents expirent en même temps.

[Renouvelez votre permis de conduire et carte Santé](#)

Si vous n'êtes pas admissible au renouvellement en ligne, [présentez-vous à un centre ServiceOntario](#).

Outcome

- Worked with MGCS Communications
- **This was corrected within the hour**

Chatbot Conversation – Lack of Clarity

Here is a chat that helps us be better communicators and collaborators.

Conversation in Chatbot - This is from the public in one paragraph – numbered by the client in the chat

"I'm confused about whether my license is eligible to be renewed online.

1. You notified me **pre-pandemic that my photo needed to be updated** when my license was due for renewal.
2. During the pandemic, your **website advises that clients would be notified when to renew and that extended expiry dates** are in place for products expired on or after March 1, 2020 (my case).
3. Your **website cites that a full license is eligible for online renewal unless cancelled or suspended**, on the first landing page; **yet, when I click "Renew driver's license" the second page indicates also that if the license is expired more than 12 months, then it's not eligible. Please be consistent in your direction to clients.**
4. Your website **further directs clients to avoid visiting a ServiceOntario centre unless absolutely necessary.**
5. There is a **lack of clarity, mis-direction, and confusing messaging.**
6. Do I need to renew my license or do I trust there is an extended expiry date (**unspecified**) and **I will be notified?"**

What did the SWAT team do?

- After the new **launch of Driver's Licence Renewal** webpage **July 30, 2021** - the chats **indicated confusion with information as early as August 5th and share with MGCS Comms.**
- The Chatbot team were completing the comms change for when this feedback became a call to action – Submitted change and did a walkthrough **August 10th**
- It **highlighted many of the issues about the alignment between channels and Ministries**
 - The page links to other webpages and the online application – there were **4 pages and 1 application** to align
- MGCS, MTO and ServiceOntario are working now to align all information
- **Since then there has been a resumption of business and teams have been stretched. Alignment is ongoing.**

Since resumption



Chatbot Conversation – Clarity 1 - Service Finder

Chat hears it – we follow the public experience to find out where alignment is needed.

Conversation in Chatbot

After the new launch of Renew Driver's Licence page, our chats indicated confusion about - **Service Finder - Renew a driver's licence (gov.on.ca)**

- **Clients are confused** between the messaging on the **Renew Drivers Licence webpage** and **Service Finder Webpage** – alignment is required about expiries over a year.
- **Service Finder information** is policy correct but not COVID correct – any links are updated, but not new content - **information spans more than D&V**
- **Renew Drivers webpage** offer the extended expiry and has removed the expired over a year information – **that sends people incorrectly to Drive Test**
- **Public needs to know what do – they have been questioning this for a while now**

Summary and Images:

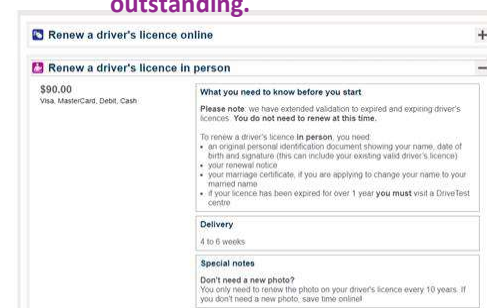
Summary of details to align

- a full licence (G, M class) that **isn't expired for more than a year**, suspended or cancelled
- a driver's licence that does not require a **test (vision, written or road)**
- **you don't need new photo (check your renewal notice)**
- if your licence has been **expired for over 1 year you must visit a DriveTest centre**



Outcome

- ODS is working with CMI in ServiceOntario to **make changes – expected Mid-September**
- Service Finder (SF) holds the appointment booking for College Park and will be maintained until that changes
- ODS is capturing the correct details so Service Finder redirects, our team review to ensure we've looked at all angles.
- **This ensures all information on the SF is directed to the correct information and will provide clarity to the public – ODS action outstanding.**



Chatbot Conversation – Clarity 2 - Applications

SWAT partners working on make changes and updates for alignment.

Twitter brings us back to conversations in Chatbot

This tweet came with resumption and linked to the alignment in the works
Image of page:



APPLICATION – currently being investigated

You can renew your driver's licence online if:

- you have a full licence (G, M class) that isn't cancelled, suspended, or **expired for more than 12 months**

Note: if your licence expired on or after March 1, 2020 (during the COVID extension), you may still be eligible to renew online

- you have a combination class of G1M, G2M, GM1, GM2 (only the full portion will be renewed online)
- you haven't updated your address within the last 90 days
- you don't need tests (vision, written, or road)
- you're not removing a vision condition
- you have no new medical conditions that may prevent you from driving
- you don't have outstanding fines

WEBPAGE – updated information

What you need to know before you renew

Online renewal eligibility

You can **renew online** if you:

- have a **full licence** (G, M class) that isn't cancelled or **suspended**
- have a **combination class** of G1M, G2M, GM1, GM2, M1 or M2 (only the full portion will be renewed online)
- haven't updated your address within the last 90 days
- don't need tests (vision, written, or road)
- are not removing a vision condition
- have no new medical conditions that may prevent you from driving
- don't have **outstanding fines or penalties**

Outcome

- Digital Adoption Branch is reviewing the alignment from webpages to the application for clarity
- MGCS Comms is offering support and following up
- **No update on changes yet**

Chatbot Conversation – Clarity 3 – MTO Resumption

Renewal requirements for driver, vehicle and carrier products and other documents extended due to COVID-19 | Ontario.ca

WEBPAGE – [Driving and roads | Ontario.ca](#)

Web Opportunities and Issues

- No link to [MTO renewal requirements](#) which is a **very current topic**
- Links to [CAB Reopening Ontario | Ontario.ca](#) which has no link to renewals requirements

Link Wording **MTO**

- [Renew a licence](#) that will expire soon or a licence that expired less than 1 year ago
 - More than one year **changes** to **before March 1, 2020**
- [Renew a licence that expired more than 1 year ago](#)
 - More than one year **changes** to **before March 1, 2020**
 - **Content**
 - sends people to DriveTest
 - Expired over a year to March 2020 and update the tests
 - Updated last August 5th

Ontario is now in Step Three of the Roadmap to Reopen. Follow the restrictions and public health measures.

Ontario [franglais](#) [MENU](#)

Driving and roads

Information about road conditions, driver's licences, vehicle registration, emissions testing, and commercial vehicles.

COVID-19 information for truck drivers

We are supporting the trucking industry so that they can continue to move goods and provide essential supplies during coronavirus (COVID-19). [Find more information for truck drivers.](#)

Driver licensing

Licensed drivers

- Renew a licence that will expire soon or a licence that expired less than 1 year ago
- Pay defaulted fines and driver's licence reinstatement
- Renew a licence that expired more than 1 year ago
- Renew your licence, if you are 80 years or older
- Change the personal information (name, address, etc.) that appears on your licence
- Replace a lost, stolen or damaged licence
- Medical review for Ontario drivers

Visitors, travellers, new residents

- Visiting Ontario: [know what you need to drive here](#)
- Travelling outside Ontario: [renew your licence while you're away](#)
- Crossing U.S. border: [if you're going by road or water, get a NEXUS card to use instead of a passport](#)
- Moving to Ontario: [switch your licence for an Ontario driver's licence](#)

New drivers

- Get a G driver's licence (car, van or small truck)
- Get a motorcycle licence
- Book or cancel a road test
- Driver's handbook
- Driving schools

Truck and bus drivers

- Get a truck driver's licence (full Class A, restricted Class A and Class D)
- Get a bus driver's licence (school bus, transit and ambulance)
- Medical, Vision and hearing standards for commercial drivers

Penalized drivers

- Learn how demerit points work
- Reinstate a suspended licence

[Renew an expired driver's licence](#)

Content sends people to DriveTest

- If your driver's licence is expired or cancelled for **more than 1 year**, you **cannot renew online**. Instead you must:

visit a [DriveTest centre](#) or book an appointment at [ServiceOntario Bay and College \(Toronto\)](#)

• Tests you may have to take

If you have a full driver's licence (class G or GM) that has been **expired or cancelled for more than 1 year, you must pass some tests before you can renew**. If your licence has been expired or cancelled for:

1-3yrs, 3-10 yrs and over 10yrs

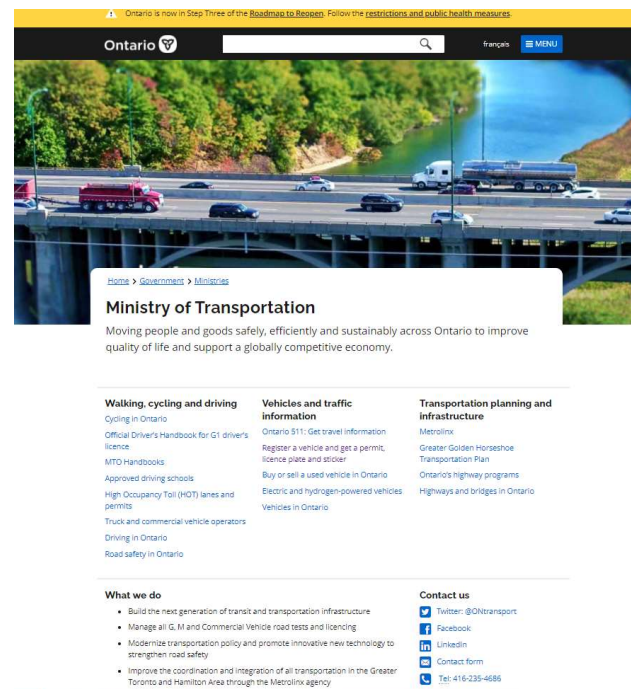
Chatbot Conversation – Clarity 4 – MTO Resumption

Renewal requirements for driver, vehicle and carrier products and other documents extended due to COVID-19 | Ontario.ca

WEBPAGE – <https://www.ontario.ca/page/ministry-transportation>

Web Opportunities and Issues

- No link to [MTO renewal requirements](#) which is a **very current topic**
- Links to [CAB Reopening Ontario | Ontario.ca](#) which has no link to renewals requirements
- Links to [SO Register a vehicle \(permit, licence plate and sticker\) | Ontario.ca](#)
 - Missing the link to the temporary permit which is [a temporary licence plate sticker](#)



Chatbot Conversation – Clarity 5 – SO Resumption

Renewal requirements for driver, vehicle and carrier products and other documents extended due to COVID-19 | Ontario.ca

WEBPAGE – [ServiceOntario | Ontario.ca](https://www.ontario.ca/serviceontario)

- **Links to SO** right up front focus- easy
- **New webpages** do not focus on deadline dates and do not reference expiry “since March 1, 2021”
- [Renew a driver's licence | Ontario.ca](https://www.ontario.ca/serviceontario/renew-a-drivers-licence)
- [Renew a licence plate sticker | Ontario.ca](https://www.ontario.ca/serviceontario/renew-a-licence-plate-sticker)

Web Opportunities and Issues

- **2 clicks to link to MTO renewal requirements** which is a **very current topic** – this is the only place to find these details
- **Links to CAB Reopening Ontario | Ontario.ca** which has no link to renewals requirements

Ontario is now in Step Three of the [Roadmap to Reopen](#). Follow the [restrictions and public health measures](#).

Ontario   français  MENU

ServiceOntario

At ServiceOntario you can get your driver's licence, plate stickers, health cards, birth certificates, register a birth and more.

Renew your products online

Over 40 services are available online making it fast, easy, and convenient to renew now.

Here are some of our top online services, renew:

- a plate sticker
- your driver's licence
- an accessible parking permit
- an Ontario Photo Card
- your health card

[Learn more about our COVID-19 response.](#)

Drivers

First-time driver: get a licence

Renew a driver's licence [Online](#)

Renew a driver's licence: 80 years and over

Renew a driver's licence: outside Ontario

Pay defaulted driver fines [Online](#)

Change address: driver's licence [Online](#)

Replace a lost, stolen or damaged driver's licence

Get an accessible parking permit

Renew, replace or change an accessible parking permit

Exchange out-of-province or out-of-country driver's licence

Driver records [Online](#)

Vehicles

Buy/sell a used vehicle

Register a vehicle (plate, permit, sticker)

Register a farm vehicle

Licence plate sticker renewal [Online](#)

Licence plate sticker renewal: outside Ontario

Temporary licence plate sticker

Used vehicle information package (UVIP) [Online](#)

Personalized licence plate [Online](#)

Graphic licence plate

Vintage licence plate for a classic car

Special permit

Garage licence

Vehicle records [Online](#)

Change information on a vehicle permit

Locations, hours and contact

Forms and publications

Service Canada

Employment Insurance

Passports

Social Insurance Number

ServiceOntario: COVID-19 (Coronavirus) response

Find out when you need to [renew your products](#) by and how [product delivery](#) is affected.

If you do visit a ServiceOntario centre, you must wear a face mask or a face covering inside at all times to help stop the spread of COVID-19 (coronavirus). [Learn more about face coverings and face masks.](#)

On this page

1. 2019 Novel Coronavirus (COVID-19)
2. Extended expiry date
3. Delivery
4. Book an appointment
5. Find an open centre near you
6. Get ServiceOntario digital reminders
7. Health coverage and COVID-19
8. Vaccines
9. Service Canada: Employment Insurance

2019 Novel Coronavirus (COVID-19)

To help ensure your safety and the safety of others, please consider completing your transactions online (if available) and staying home if you are sick.

We appreciate your patience during this time as the situation continues to evolve.

Related

ServiceOntario services

The 2019 Novel Coronavirus (COVID-19)

Find out if your centre is open

What Canada is doing for COVID-19

Extended expiry date

If you did not renew your licence plate sticker(s) during the COVID-19 extension, you are required to pay for that skipped renewal fee and your next renewal fee. [Find out more information about extensions.](#)

We are **ending** the expiry date extension period for product(s) that expired on or after March 1, 2020.

Dates you need to renew by:

February 28, 2022

- licence plate sticker ([renew now](#))
 - Note: [heavy and commercial vehicles](#)
- driver's licence ([renew now](#))
- health card ([renew now](#))
- Ontario Photo Card ([renew now](#))
- accessible parking permit ([renew now](#))

Chatbot Conversation – Clarity 6 – MTO Resumption

Renewal requirements for driver, vehicle and carrier products and other documents extended due to COVID-19 | Ontario.ca

WEBPAGE – Fees mis-understood as and seen as unfair

Passenger Vehicle, Light-Duty Truck and Motorcycle Owners

Licence plate stickers for all other vehicles must be renewed by February 28, 2022.

If you did not renew your licence plate sticker(s) during the Extended Validity period, you will be required to pay the renewal fee for the previous year(s) and the current year renewal fee.

For example, if your licence plate sticker expired on April 15, 2020, and you decided to renew it on September 15, 2021, you will have to:

- pay for your sticker to cover the time from April 16, 2020, to April 15, 2021
- pay for the future one or two year period, which began on April 16, 2021

Web Statement

If you did not renew your licence plate sticker(s) during the Extended Validity period, you will be required to pay the renewal fee for the previous year(s) and the current year renewal fee.

Chatbot Statement Fix

You will be required to pay the renewal fee for the previous year(s) and the current year renewal fee.

WEBPAGE – Novice is New Driver

Novice drivers (Class G1, G2, M1, or M2)

Novice drivers with licences that would have expired between March 1, 2020, and December 31, 2022, will have until December 31, 2022, to complete testing to maintain or upgrade their licence.

Regular expiry dates for Class G1 and G2 novice driver's licences will resume January 1, 2023.

If you enrolled in a Beginner Driver Education (BDE) course between March 1, 2019 and December 31, 2021, will have until December 31, 2022, to complete the course.

Web Statement

Novice drivers (Class G1, G2, M1, or M2)

Chatbot Statement Fix

New (Novice) drivers (Class G1, G2, M1, or M2)

- 3 languages used for G licensing
- MTO was using Novice and New – Moved to NoviceNew matches ServiceOntario
- Inclusive – New Driver for ESL

Feedback



Chatbot Conversation – Fastest and Easy

Here is a chat that tells us why we do this!

Conversation in Chatbot

"I'd like to send someone on my behalf to register my car get a sticker - I understand there's a form that must be filled out but can't find that form on this site. Can you help with that? Thank you. Wow you are fast!"

- This person was provided with the "third party answer" we have created in the chatbot
- They did not have to navigate between pages – we can use this as an opportunity to look at this information on the webpage
- They were able to self-serve and it was fast!!

Chatbot Feedback

"Fastest service I ever got - it was so easy. Thank you for the help." (Rated a 5)